

BELFAST INTERNATIONAL HOMECOMING 2016

Business &
Investment
Conference

12-14 October

In association with

 Ulster Bank

PORT OF
BELFAST

"My own time in Belfast was unforgettable. Belfast and Boston share special bonds which can only continue to grow. We share ties in everything from sports to technology to education and peacebuilding. We know we have a lot to learn from each other. That's why we are committed to keeping an active exchange of information and culture."

Martin J Walsh
Mayor of Boston

"In Belfast we're rightly proud of the peace we've built in recent years but I've no doubt that the best is yet to come as we partner with our expats and advocates in the global Irish family. So it is my hope that as business leaders you will join us at the 2016 Belfast International Homecoming to rediscover our changing city."

Arder Carson
Lord Mayor of Belfast
Ardmhéara Bhéil Feirste

"UMass Lowell has formed a strong bond with Belfast over the last eight years. UMass Lowell was proud to have its River Hawks win the inaugural Friendship Four ice hockey tournament in Belfast. The entire experience for the team, its fans and all of us was wonderful and we hope to participate in future years. We are also partners with Queen's University Belfast and Ulster University that has led to important opportunities for our faculty and students."

Jacqueline Moloney
University of Massachusetts
Lowell Chancellor

Packages with flights and accommodation at Europa Hotel now available.

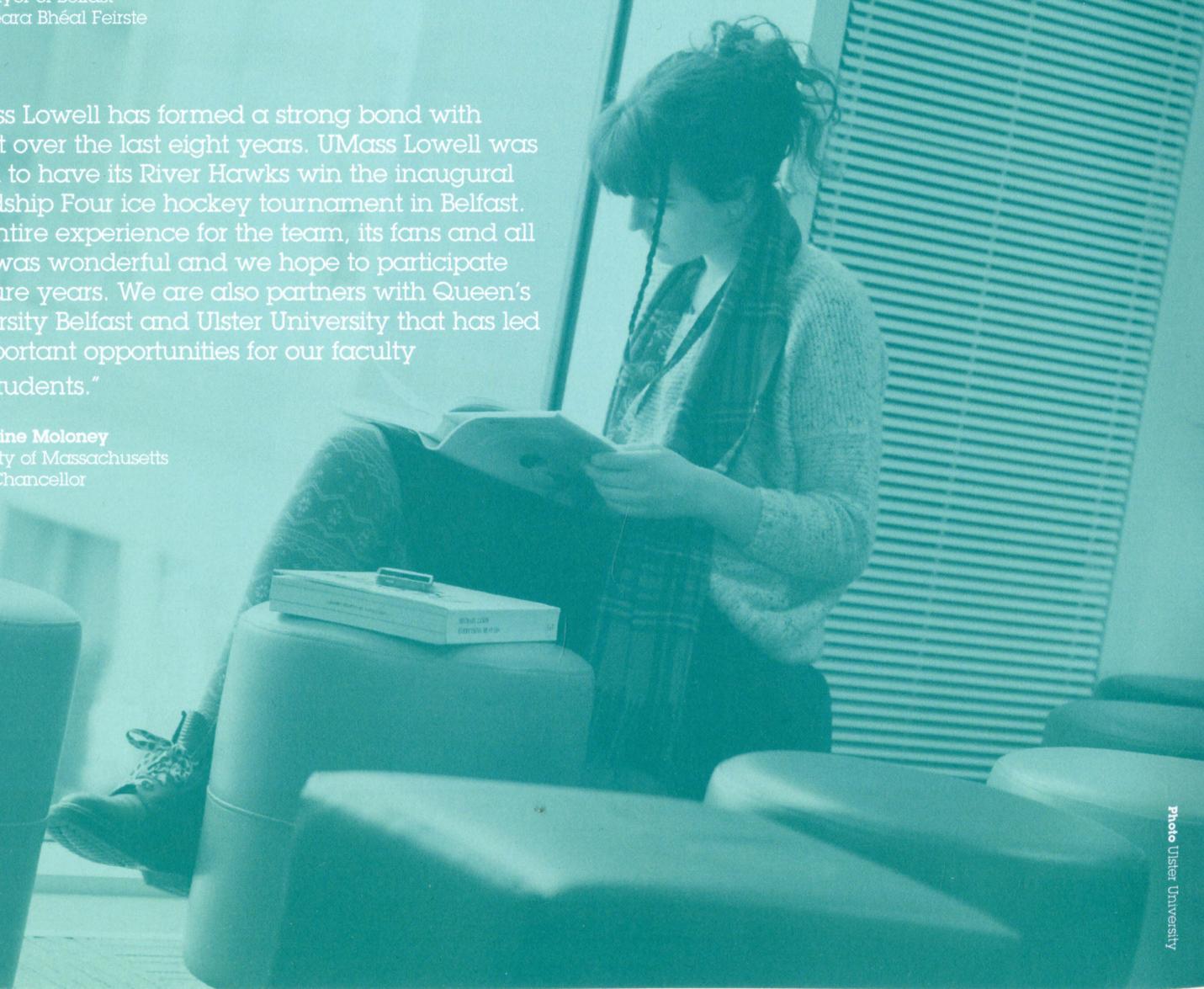
www.belfasthomecoming.com

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In front of a full-house at a former sea ferry terminal reimagined as a glittering venue for our pop-up gala dinner at the 2015 Belfast International Homecoming, Hollywood heroine Geraldine Hughes best summed up the mood and mission of our global gathering:

"One should never forget where you're from and Belfast is a very special place to be from. It's had its difficult times and has a complicated history but many of those who left have had success and are now coming back to contribute to its transformation. I am proud to join them."

Now it's your turn to share that pride. In the true tradition of Belfast hospitality, we're not confining our invitation to those who have Belfast roots but instead throwing open the doors to all those in the diaspora who love this city and who wish to see the peace there flourish.

Come join us from 12-14 October 2016 at the Belfast International Homecoming 2016 where we'll be putting the focus firmly on business, trade and investment as the building blocks of progress. Let's astonish and inspire our visitors with a celebration worthy of our 70-million-strong global family.

Máirtín Ó Muilleoir

Host | Belfast Homecoming 2016 | An Teacht Abhaile



It is a very exciting time to be leading Deloitte's practice in Northern Ireland, last year I announced Deloitte's further expansion in Belfast that will bring the firm to a scale of 700-plus by 2019. In the past year we have opened our Belfast Technology Studio and welcomed 200 new recruits to our business in Belfast, drawing significantly on the rich vein of school leaver and graduate talent the city has to offer.

All of that couldn't have happened without commitment from Deloitte's global leadership who understand that Belfast is a great place in which to do business and invest. Deloitte's continued investment in the city is a clear signal to the world that here in Northern Ireland we have the skills, the wherewithal and the ambition to succeed in globally competitive markets.

Jackie Henry

Deloitte | Honorary Chair Belfast Homecoming 2016



We want to invite our friends in the Irish and Ulster-Scots Diaspora to come join us at the Belfast International Homecoming 2016 so that together we can build a better Belfast. Our hearts and our doors are open to all.

Sammy Douglas MLA

Honorary Chair Belfast Homecoming 2016



The second annual Belfast Homecoming took place in Belfast in October 2015 and marked a new high point in relations between the people of Belfast and the diaspora.

In total, 150 influential leaders from our global family travelled to Belfast to find out more about how they could best partner the city's transformation. Among the visitors were 40 Assembly members and Senators from the New York State legislature, led by the head of the American Irish Legislators Society President Rep Mike Cusick. Also in town from the world of politics were Westminster MPs Conor McGinn (Lab) and Dr Philippa Whitford (SNP) as well as the Lord Mayors of Belfast and Dublin— Arder Carson and Críona Ní Dhálaigh — and the Mayor of Bilbao Juan Mari Aburto.

Heading up a strong arts contingent were Brooklyn artists-in-arms Mac Premo and Oliver Jeffers, Boston author Michael Patrick MacDonald and director of the Irish American Artists and Writers Inc from New York John Kearns.

Business ambassadors came from London, Frankfurt, Shanghai, New York, Silicon Valley and Washington DC to meet with local start-ups and hear from global blue-chips which have made Belfast their home.

The energy, connections and enjoyment made for a very successful time. Above and beyond the friendships and memories made, the Belfast International Homecoming laid the groundwork for international alliances which will bring jobs and investment to Belfast. And it's on that fertile ground of business and commerce that the success of the 2016 Belfast International Homecoming - Business and Investment Conference will be built.

Honorary Chairs of the Belfast Homecoming 2016:

Steve Orr, Director, NISP
Niall Murphy, Partner, KRW Law
Carol Fitzsimons, CEO Young Enterprise

Tom McCusker, MD Tennents NI
Jackie Henry, Senior partner, Deloitte
Colin Anderson OBE, CEO ASG Group

Jack Butler, COO Market Resource Partners

Roisín McDonough, CEO Arts Council NI
Judith Totten, MD 'Upstream' Working Capital

Dan McGinn, Corporate Affairs and Communications Manager, Ulster Bank

Philip Cassidy, SVP Concentrix

Aine Broily, CEO CPL

Sammy Douglas MLA

Chris Lytle MLA

Paul Maskey MP

Peter McKittrick, US Consulate

Geraldine Hughes, Actress

John J. Reilly, Partner Squire Patton Boggs New York

Marcus Robinson, Artist
Rep Mike Fitzpatrick

Rep Mike Cusick

Suzanne Aquino, Global Category Head — Professional Services Chain IQ, New York

Paul McElean, CEO MCE PR

Steve Lenox, President Irish Network USA

Jayne Brady, Partner Kernel Capital
Rep Mike Cusick, New York State Assembly

Rep Mike Fitzpatrick, New York State Assembly

Jim Clerkin, President and CEO Moët Hennessy USA

John Donovan, Chair Boston-Belfast Sister City Board, Boston

Alastair Adair, Pro Vice Chancellor of Development at Ulster University

Terence Brannigan, Chair Tourism NI

Harry Connolly, Executive Director Fáilte Feirste Thír

Mary McKenna, Tech Entrepreneur



I was delighted to lead a 40 strong delegation from the New York State Legislature to the Belfast International Homecoming 2015. We were astonished by the warmth of the welcome and inspired by the city's breathtaking offering.

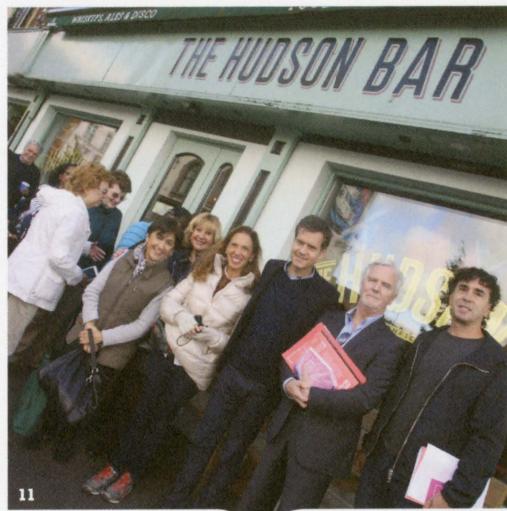
Rep Mike Cusick, President American-Irish Legislators Society



BELFAST INTERNATIONAL HOMECOMING 2015

Visual Reflections





- ❶ Lord Mayor of Belfast, Arder Carson.
- ❷ Carla Tully, President of AES UK and Ireland, honouree at the Belfast Business Top 50
- ❸ Author, Michael Patrick McDonald, Boston
- ❹ Andrew Cowan, CEO NI Connections, Michelle Cowan, Laura Leonard EU & International Relations Manager, Belfast City Council, Steve Thornton, Operations Manager, Belfast Giants
- ❺ Chef Niall McKenna of James Street South prepares 300 starters at the Pop-Up Banquet
- ❻ Jim Duffy, CEO of Entrepreneurial Spark with winners of the Entrepreneurial Spark Pitching Session
- ❼ Alastair Hamilton, CEO Invest NI with Belfast Business Top 50 honouree, Dorothea Paccini of CME, Chicago
- ❽ Niall Murphy, Partner at KRW Law addressing the Legal Symposium
- ❾ Artist Mac Premo, NY
- ❿ Belfast Community Gospel Choir performing at the Pop-Up Banquet in the old Stena Seacat Terminal
- ❾ Delegation from the New York State Legislature visit The Hudson Bar during their walking tour of Belfast city center
- ❿ Paddy Nixon, Vice Chancellor UU, Judith Totten, Board Member Invest NI and Suzanne Wylie, CEO Belfast City Council
- ❾ Conor McGinn, MP for Labour in St Helen's North and Philipa Whitford, MP for SNP in Central Ayrshire.
- ❿ Colm Mountstephen, Deloitte, Andrew Cowan, CEO NI Connections, Richard Donnan, MD Ulster Bank and Connla McCann, Director, Aisling Events
- ❾ Delegates at the Legal Symposium at The Inn of Court, Belfast
- ❿ Actress Geraldine Hughes, NY
- ❿ John J Reilly, Squire Patton Boggs, Dan McGinn, Ulster Bank, Máirtín Ó Muilleoir, Lynsey Cunningham, Ulster Bank, Steve Chelberg, Squire Patton Boggs and John Wyand, Squire Patton Boggs
- ❿ Alastair Keith, Partner A&L Goodbody with Belfast Business Top 50 recipient, Pete Boyle, CEO Argento

Artist's impression of new £30m (\$43m)
Waterfront Convention centre in Belfast
which will open in the summer of 2016.



The story of our partners

"For Philadelphia-based MRP in 2011, Belfast offered a talented, entrepreneurially minded workforce and the opportunity to scale our technology marketing agency beyond North America in, and with, a city that was on the rise. Five years later, the Belfast team is over 150 strong and has helped MRP to progressively achieve new business milestones in the region and across the globe. We are proud of our team and proud to call Belfast our European home."

Jack Butler
COO Market Resource Partners



"As a US company operating in Northern Ireland since 1992, we share Homecoming's enthusiasm for the connection with the global diaspora. Receiving the 2015 Belfast Business Ambassador Award at the Homecoming was a wonderful recognition of AES' commitment to Northern Ireland as a great place to invest and do business."

Carla Tully, CEO AES



AES President Carla Tully welcomes New York State legislators to the Kilroot electricity plant

Belfast – a city on the rise

"CPL, as Ireland's leading recruitment agency, is committed to exploiting the potential of our global workforce by bringing back home the industrious and entrepreneurial young people who have left our shores in recent years."

Áine Brolly

- A growing city: Belfast's population has been growing since 2001. A boundary change for the Belfast Council area saw Belfast's population increase to over 333,000 in 2015. The Belfast metropolitan area population is almost 700,000;
- A connected city: two hours by road or rail from Dublin, two airports with direct flights to the UK, Europe and North America;
- A youthful city: Belfast has the highest proportion of children and young people when compared with Leeds, Liverpool and Cardiff. With almost 19% of people under 15 years of age it is one of the youngest cities in Europe.
- A city with value-adding jobs. There are almost 200,000 employee jobs in Belfast, with clusters of activity related to financial and insurance activities; information and communication; and professional, scientific and technical activities;
- Belfast is a productive and competitive city: on a per head basis Belfast's GVA (gross value added) has been growing faster than comparator cities;
- Belfast's GVA growth has been most acute in financial and insurance services and information and communication services, both of which have seen GVA growth of over 100% since 2001;
- Linked to Belfast's growth in financial, insurance, communication and information services is its success with attracting Foreign Direct Investment. Northern Ireland has been the most successful region in the UK, outside of London, in attracting FDI.
- Belfast has attracted high profile international brands such as CitiBank, Fujitsu, HBO (Game of Thrones), New York Stock Exchange; Baker & McKenzie, Deloitte, Allen & Overy.



"Belfast will grow more than any other part of Ireland in the next ten years. There is tremendous potential... and a tradition of enterprise and a tradition of innovation."

**Jimmy Deenihan, TD,
Minister for the Diaspora**

Key factors that make Belfast competitive for investors include:

- the educated workforce (including substantial higher education base within the city);
- infrastructure and communications;
- competitive wages;
- incentive packages;
- mature legal system; and
- a track record of satisfied investors (75% of new investors re-invest in Northern Ireland)

A place of creativity with an ambition for more

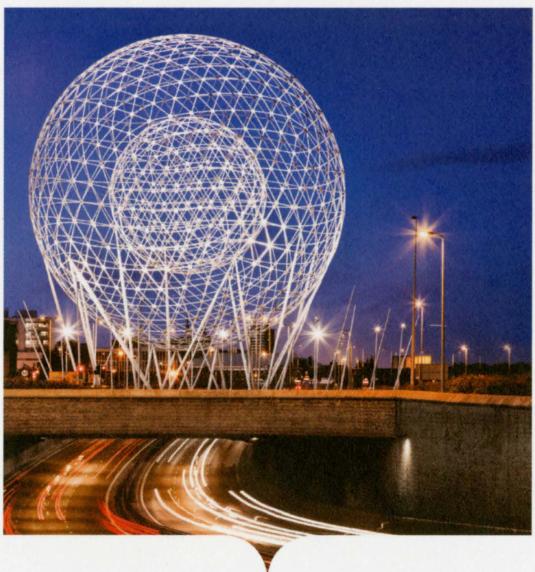
"Belfast is a city on the move – it is catching the attention of investors across the globe. The people are known for their talent and tenacity – these critical characteristics, coupled with corporation tax reduced to 12.5 per cent from April 2018, makes Belfast an exciting place to locate."

**David Gavaghan, Chair CBI NI
CEO, Aurora Prime Real Estate**

Belfast universities produce thousands of graduates each year in creative arts, design, science, engineering and technology. Queens University, Ulster University and the Northern Ireland Science Park are consistently producing leading edge research and technologies.

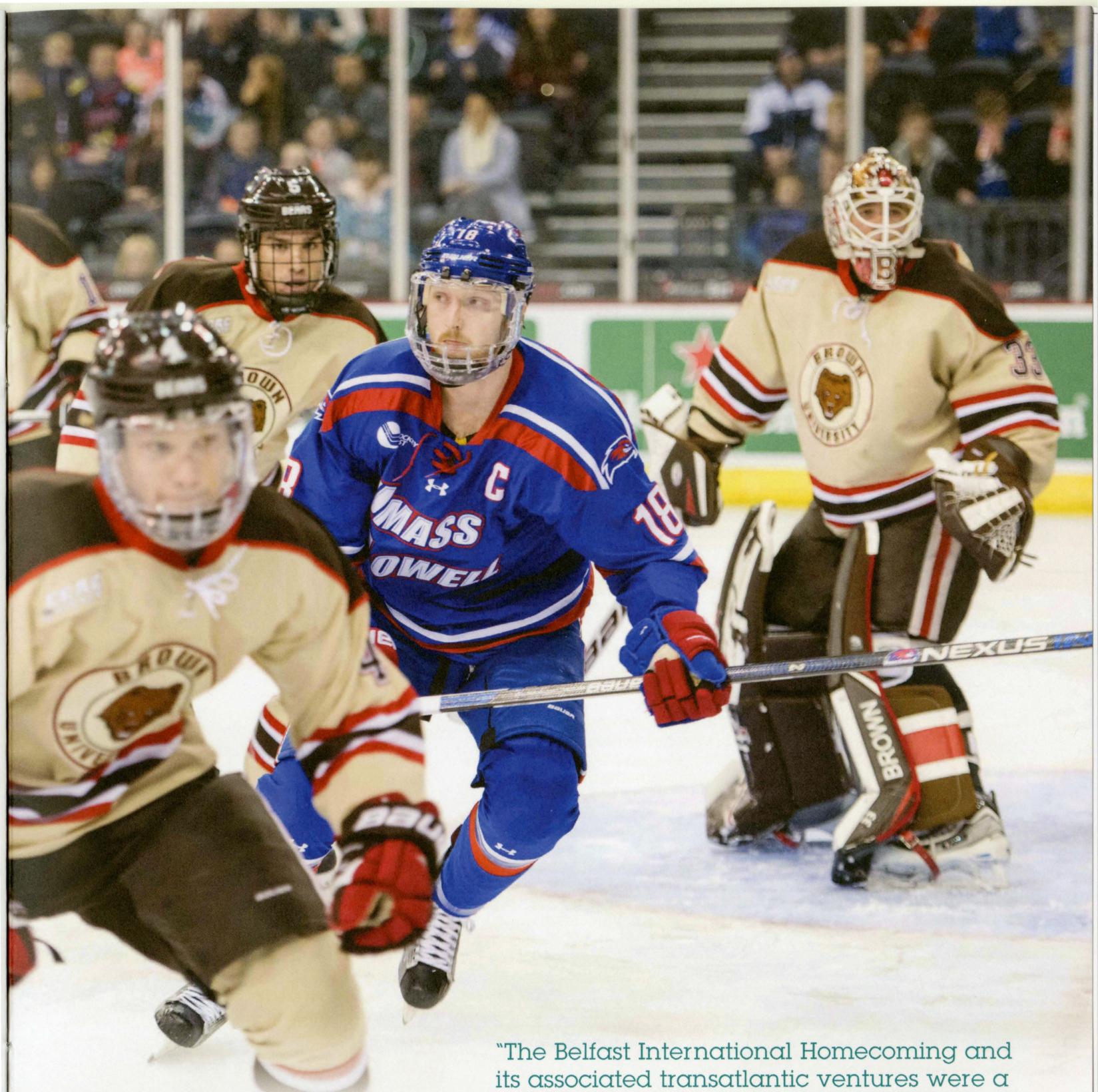
Belfast has a rich heritage of innovation which continues to this day. For example, its history and skill base with science and engineering has seen Belfast fast becoming a global innovation hub for cyber security. The city is proud of its pioneering research into diagnosing and treating cancer. Shipyard spaces have become film studios, producing the global sensation, Game of Thrones, and encouraging indigenous start-ups such as Stellify Media.

Belfast is a great stage for entrepreneurs. It is large enough to have great international connections and support infrastructure such as the Northern Ireland Science Park, while small enough to enjoy a close-knit community that drives collaboration, networking and sharing of opportunities. Start-ups such as Brewbot offering smart brewing technology have been creating waves.



"As I look around Belfast, I see a city built by innovators, risk-takers, pioneers and visionaries. Our deep Transatlantic bonds, while grounded in a storied past, are focused firmly on an ever brighter future".

Dan Lawton, US Consul General



"The Belfast International Homecoming and its associated transatlantic ventures were a key component in bringing The Friendship Four to Belfast"

Eric Porter, Chair Odyssey Trust

The Friendship Four tournament
at the SSE Arena Belfast, 2015

Tourism and hospitality sector opportunities

"You look at where the energy spots are in the world and this is Belfast's time."

National Geographic

Belfast's fast-developing tourism sector has grown exponentially over recent years, supporting 17,000 jobs and earning the city a must-see status among travel aficionados. The £90m Titanic Museum, built on the slipway where the world's greatest liner was built, and the Game of Thrones tours, tracing the backdrops to the locally-filmed HBO blockbuster, complement a compelling tourist offering featuring Michelin-starred restaurants and peace wall odyssey.

All of which has thrown up multiple opportunities for new hospitality ventures which have been seized by multinational operators and local hoteliers alike. Over the next three years, Belfast is set to add 1500 new hotel bedrooms in a spate of investments led by Howard Hastings of the Hastings Hotel Group which is to locate the £40m Grand Central Hotel in what is to be Belfast's largest commercial building.

Add to the mix a new £30m conference centre set to open in 2016 and it's clear that Belfast's tourism trajectory is firmly on the rise.

Left to Right:

Belfast is home to Titanic Studios where Game of Thrones is filmed

Curtain up on a new era. Lord Mayor Arder Carson, playwrights Tony Devlin and Pearse Elliott along with actor Ciaran Nolan.

Participants at the finishline of the SPAR Craic 10k, St Patricks Day 2015.



A city of talent

Belfast is the fastest-growing knowledge economy in Europe and which boasts Intel, Liberty, AllState, Concentrix, RBS, Tyco, Chicago Mercantile Exchange and MRP among its world-class companies.

The £250m campus development in the heart of Belfast by the Ulster University is among the largest capital investments in Europe and will bring 15,000 students into the vibrant city core over the next year.

From April 2018, it's planned to reduce corporation tax to 12.5 per cent — on a par with the Republic of Ireland — thus making Belfast an even more attractive destination for global investment.

Belfast's location — equidistant between the emerging economies of India and China and the FDI engine of North America — combines with its stable political environment, strong government support for business, English-speaking workforce and superb broadband connectivity via the Kelvin network to make Belfast a premium location to base the tech industries of the future.

Left to Right:

**Deloitte Digital Academy,
Gasworks, Belfast**

**Students in the Ulster University
Belfast Campus**

**The Northern Ireland Science Park
in Belfast's Titanic Quarter**

Queen's University is a bustling hub of research and innovation which has earned an unrivalled reputation for cancer research, fin-tech and nanotechnology. Thanks to our highly skilled workforce, our extremely competitive prime office rates and property costs and a range of other low operating costs, Belfast's attractiveness continues to increase each year.

Belfast City Council's is committing almost £400m of the expected £1bn capital investment earmarked for Belfast over the next decade.



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